

# PREFACE

This volume contains the proceedings of the 41st Annual Conference of the Marketing Educators' Association (MEA) held at Bahia Resort Hotel, San Diego, California April 6-8, 2017.

The conference theme, *Enhancing Marketing Education Through Technology and New Methodologies*, reflects the association's commitment to facing the challenges of new generations of students and ever-changing technology in continuing to provide the most effective marketing education possible. It also suggests career opportunities for marketing educators. Embracing new learning styles, new technologies, and incorporating new methods in our classrooms transform these challenges into great opportunities. The topics discussed provide a vast and exciting array of methods designed with these challenges and opportunities in mind.

These conference proceedings include competitive papers/abstracts, position papers, and special session proposals. Each competitive paper was double-blind reviewed and authors provided a full paper or an abstract for publication. An editorial committee evaluated position papers and special session proposals and authors provided an abstract for publication. Authors, session chairs, and reviewers represent a geographically diverse group from half the U.S. states and several other nations, including Australia, Canada, Costa Rica, England, Malaysia, Philippines, South Africa, and Switzerland. We also have several participants representing industry.

The competitive papers/abstracts, position papers, and special session proposals appear in the same order as listed in the conference program and cover a broad range of issues related to marketing education including the following:

- Learning Retention
- Social Media and Internet Marketing
- Classroom Management
- Student Learning Styles
- Enhancing Student Creativity
- Experiential Learning
- Online Teaching
- Learning from Marketing History
- Graduate/MBA Marketing Education
- Learning Multicultural Marketing
- Student Personality
- Service Learning
- Student Preparation
- Assessing Learning
- Using Blogs for Marketing Education
- Self and Peer Assessment in Marketing Classes
- Educator Performance and Career Opportunities
- Teaching Customer Service
- Teaching about Marketing Careers
- Sales Education
- International Marketing Education
- Using Reality TV in the Classroom
- Teaching Gen Y Students
- Teaching Business Ethics
- Teaching Research Skills
- Measuring Student Satisfaction
- Teaching Entrepreneurial Marketing
- Using Business Clients in Marketing Education

Anyone with a passion for teaching marketing and who is working their way through a marketing educators' career is sure to find many interesting and useful ideas in the papers and abstracts contained within the pages of these proceedings.

## ACKNOWLEDGMENTS

The Marketing Educators' Association (MEA) conference and these proceedings would not be possible without the voluntary efforts of many people. We would like to thank the authors who submitted manuscripts for review and the reviewers who lent their expertise and their time by providing thoughtful

feedback. Additionally, we would like to thank the volunteers serving as session chairs at the MEA 2017 conference.

Special acknowledgment goes to our President, Dr. Michelle Nelson, who coordinated and organized the 2017 41<sup>st</sup> Marketing Educators' Association Conference. Thank you again for leading MEA this year! Thank you to Vice President, Dr. Mindy Welch whose has been a conduit for the papers that the great marketing educators of MEA have submitted to this conference. We are all looking forward to Dr. Chrisann Merriman's selection of the next person to be in the officer's track and the location of the 2018 MEA Conference.

We thank Dr. Trumpy for his continued support as MEA Secretary and Treasurer. Dr. Robert Trumpy began served as our indispensable "CFO and Operations Manager." His careful and intelligent work keeps the organization financially and operationally robust. We are saddened to share Bob will be stepping down this year.

Thank you to Dr. Barbara L. Gross for accepting the nomination for MEA Board Chair. We are very excited and look forward to her board leadership.

Our Immediate Past President, Dr. Clay Daughtrey was there for us throughout the year as an advisor and mentor. Thank you to Dr. Clay Daughtrey for continue to build relationships with our sponsors.

Dr. David S. Ackerman has continued to help keep MEA strong through his marketing communications and promotions efforts.

Webmaster Dr. Lars Perner continues to maintain and enhance our professional online presence.

Thank you to our reviewers for the competitive papers.

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